

# MODERN PHOENIX

## Advertising Rates 2012

### Standard Package

**468X60 Full Banner ad:** Has run-of-site, including our popular message boards, featuring thousands of pages and growing every day.

**Exclusions:** Six premium pages are excluded: index, neighborhoods, architects, links, articles, about

**Banner Size:** 468 X 60 pixels

**Rate:** \$100/month

**Terms:** 3 month minimum, payable in advance via Paypal or check. Renewable quarterly.

### Premium Package

**300X250 Medium Rectangle ad:** Positioned on six highly trafficked HTML pages including:

index architects neighborhoods  
links articles about

**Privileges:** Medium Rectangle ad appears on 6 highly popular HTML pages. Standard size banner ad still has run-of-site in addition, including our high-traffic message boards.

**Medium Rectangle Size:** 300 X 250 pixels

**Standard Banner Size:** 468 X 60 pixels

**Rate:** \$200/month

**Terms:** 3 month minimum, payable in advance via Paypal or check. Renewable quarterly. Can start up anytime.

### Customized Services

#### **Banner design**

Don't have banner ads already created? Want your ads to have that smooth Modern Phoenix editorial look? Let us create them for you! If you provide a logo, color cues and brief marketing message, we'll have an attractive ad ready for you within days at the affordable fee of \$60 per ad with one design revision included. \$20 per additional design revision. Email us for information on more assertive marketing campaigns and design rates.

#### **Banner content updates**

If your campaign requires frequent changes, such as sales, promotions, property listings and special events, you may host your banner graphic on your own website for complete and instantaneous control over creative content, and you may do so free of charge as often as you like. Ask us how.

Alternatively, ModernPhoenix can adapt to your periodic changes for a \$10 change-of-banner fee with a 48 hour turnaround time. Most changes can be made within 24 hours. Provide the new banner, and we'll link it up for you.

### Contact

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**Limitations:** We reserve the right to refuse delivery of any ad due to content, conflict of interest, or (lack of) aesthetic quality or relevance. We do not accept animated ads of any kind. When in doubt, consult with Alison to determine if your ad is appropriate.

Terms last updated January 1, 2012  
Rates guaranteed through June 31, 2012  
[www.modernphoenix.net/advertise.htm](http://www.modernphoenix.net/advertise.htm)

# ModernPhoenix.net Website Stats and Profile

## 2011 Google Analytics

- 801,348 page views
- 184,500 visits
- 105,194 unique visitors
- Avg. 4.3 pages per visit
- Avg. engagement was 3:01 minutes long

## Reader Profile

Creative. Educated. Upwardly Mobile. Fiercely Local. ModernPhoenix readers are fanatic about the Modern movement in Phoenix. Our readership is widely international, but registered membership tends to be local. There is also a large undocumented "lurkship" of members that actively read and provide feedback behind the scenes. Out-of-state relocators join ModernPhoenix to scout out the region and our culture for leads on where they'd like to live. San Francisco, Los Angeles, Chicago, New York and the Texas Triangle are frequent out-of-state readers.

## Visit Frequency

- 76% Visit once a month or more
- 35% Visit once a week or more
- 17% Visit a couple times a week or more

## Generational Cohorts

- 44% Baby Boomer, age 45+
- 41% Generation X, age 30 - 44
- 8.5% Millennial, age 18-29

## Household Annual Income

- 35% Earn over \$100,000
- 13% Earn \$80,000 - \$99,999
- 14% Earn \$60,000 - \$79,999

\*US Median household income for 2008 was \$52,000 (U.S. Census)

## Our readers have multiple vocations and avocations. Here's how they say they spend their time.

- 33% Architecture or interior design
- 16.5% Artist or artisan
- 15% Education
- 14.5% Parent/homemaker
- 13.5% Furniture or industrial design
- 12% Graphic design
- 12% Marketing, advertising and PR
- 10.5% Activist, organizer or volunteer
- 10% Real estate

## Gender

- 54% Male
- 46% Female

## Family Life

- 75% Married or committed
- 23% Have children under age 18
- 23% Have children over 18
- 13% LGBT (3% more than the estimated 1-in-10 national average)

Contact [alison@modernphoenix.net](mailto:alison@modernphoenix.net) to get started



Premium Size

Standard Size

Premium: 300 X 250 px  
Standard: 468 X 60 px  
72 PPI, JPG or GIF  
BG Color: #DCECD1  
1 px rule line optional



Architect:  
Will Bruder